Corporate creed and Approach to corporate responsibility

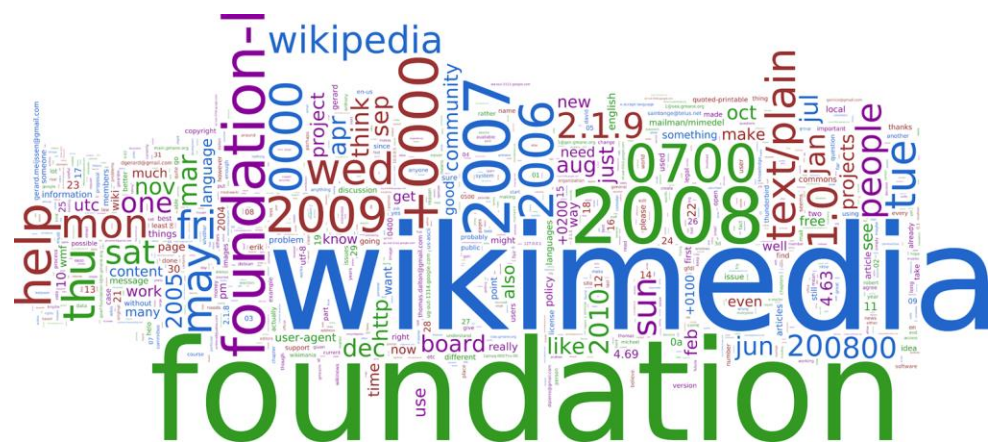Rodrigo Felix
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Introduction

Corporate Creed:

- Mission and Vision Statement
- Companies Philosophy
- Foundation

Approach to Corporate Responsibility:

- Main focus
- Reputation
- Key components

Corporate Creed

- The corporate creed is the foundation on which your Corporate Culture is built. It will manifest as it grows into a mission and a vision statement.

- Corporate Creed = Values + Desires + Purpose + Talent

Corporate Creed

- Creed vs Mission and Vision Statement in a company.

- Your Corporate Creed must be understood by all. Understood, not memorized. The internalization of the underlying message of the Corporate Creed is what matters, not rote memorization.

Corporate Creed

- An effective Corporate Creed should serve a self-monitoring function, which helps employees make routine, ethical decisions.

- An effective Corporate Creed clearly points out the unmoving line between right and wrong.

Approach to corporate responsibility

The main focus of corporate responsibility:

- the impact of a business activity.
- environmental issue.
- Failure

Approach to corporate responsibility

5 key areas:
      Corporate governance
      Sustainable communities
      Environment
      Workplace
      Wider market

Approach to corporate responsibility

Reputation for the company with people that work in the company, quality of product and customers importance.

Summary

- Corporate Creed = Foundation
- Needs to be understood, not memorized
- Corporate Creed is effective when self monitoring, decision making employees based on the companies values and ethical principles.
- Taking a structured approach to Corporate Responsibility will make the policy more effective and have the most benefit to the organization during the years.

Examples

Conclusions

The Corporate Creed and approach to corporate responsibility goes more deeper into what a company is. It is more into depth to the core values, and it makes it easier to understand the companies focus towards the future.

It is very important for the employees to get to know the corporate creed, so they can express that feeling to the people that surround them and give them a good feeling of what the company is doing. This is a win win for the company and to the employees.

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